



USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/29 thru 05/05.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Apr 29, 2022

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	26.4% of 29,200 outlets		20.3% of 29,200 outlets		23.4% of 29,200 outlets	
Special Rate ^{4/}	1.3%		1.2%		1.4%	
Activity Index ^{2/}	8,050		8,182		9,544	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			16	1.89		
" - Toms						
Frozen - Hens	44	0.99	15	1.99		
" - Toms	44	0.99	15	1.99		
PARTS:						
Breast:						
Bone-in, whole						
Fresh	56	3.20			1,179	1.10
Frozen	33	1.99	362	1.88		
Split, bone-in						
Fresh						
Rotisserie	119	10.99			65	8.99
Boneless, whole						
Cutlets			288	5.99		
Cutlets, thin sliced			288	5.99	28	3.99
Strips						
Tenders						
Marinated Tenders	112	4.66	181	5.59	557	5.26
Drumsticks	68	1.85			108	1.79
Thighs						
Wings			103	1.79	102	1.76
Necks						
Smoked Drumsticks			210	3.38		
Smoked Wings			253	3.23	43	1.99
Smoked Necks			210	3.38		
GROUND TURKEY:						
	4,126	3.76	5,175	3.61	5,731	3.57
Patties	363	4.40	402	3.99	225	3.61
Sausage	214	4.32	566	4.91	788	3.96
85% lean	574	3.13	2,443	2.99	1,341	3.15
93% lean	2,541	3.39	1,300	3.57	2,902	3.37
Breast	434	5.98	464	5.10	475	5.32
Rolls (frsh/frz 1 lb.)	840	2.79	734	3.41	89	2.99
Specialty ^{5/}						
Patties	189	4.49	68	5.99	93	3.99
93-94% lean	1,946	4.43	218	4.58	1,549	4.18
Breast	473	6.99	46	5.64		

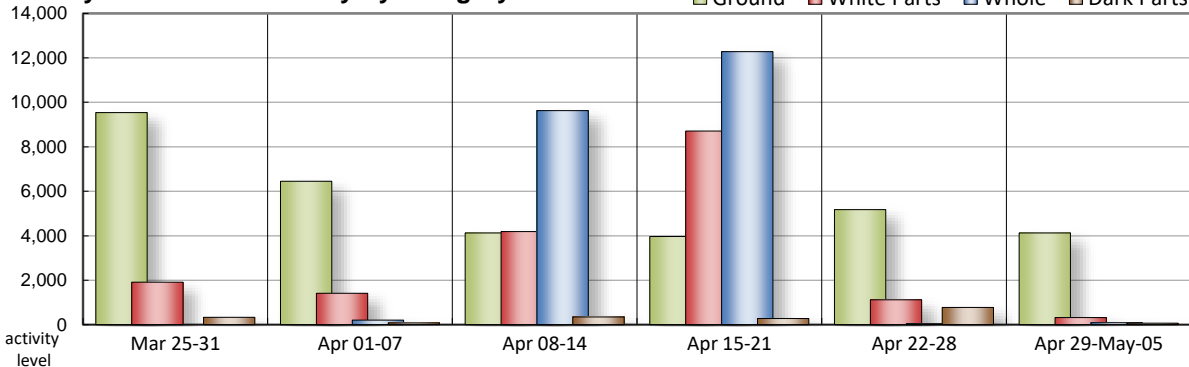
Note: rolls & specialty not included in ground turkey total and weighted average.

Source: USDA Livestock, Poultry, & Grain Market News;

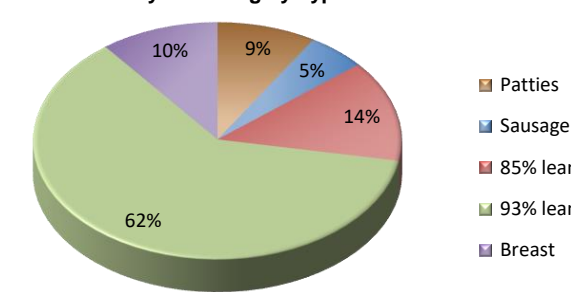
<http://www.ams.usda/market-news/livestock-poultry-grain> :

Turkey feature activity is nearly unchanged from last week as retailers begin to promote those items associated with the upcoming Mother's Day weekend, along with other proteins associated with warmer temps and the quick off for the BBQ season. Whole bird and bone-in breasts retreat into the shadows. Rotisserie breasts make a light reappearance. Marinated tenders are the only white meat offering and that is in one region only. You will need to look hard to find dark parts this week and where viewed consist of fresh drums. Grind activity slows with 93% lean garnering the most attention. Conventional sausage, 93% lean, and rolls are better valued as well as the specialty varieties of patties and 93-94% leans. Deli offerings decline for both service and self-service items.

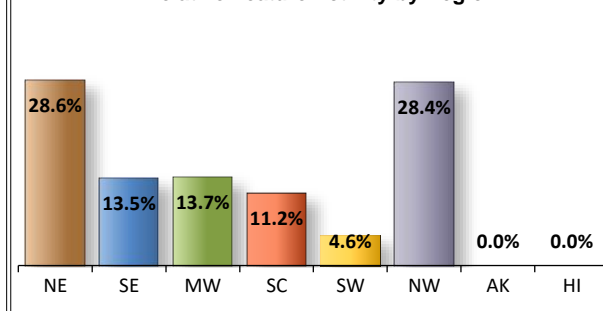
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.

(515) 284-4460

Email: desm.lpgmn@ams.usda.gov



USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/29 thru 05/05.

Fri. Apr 29, 2022

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
Special Rate ^{4/}	51.2% of 5,500 sampled outlets			21.5% of 7,400 sampled outlets			16.8% of 6,100 sampled outlets		
Activity Index ^{2/}	5.3% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
	Activity Index = 2,866			Activity Index = 1,844			Activity Index = 1,244		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens							0.99	44	0.99
" - Toms							0.99	44	0.99
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole							2.99 - 3.99	56	3.20
Fresh							1.99	33	1.99
Frozen									
Split, bone-in									
Fresh									
Rotisserie	10.99	65	10.99	10.99	5	10.99	10.99	25	10.99
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	4.66	112	4.66						
Drumsticks							1.99	44	1.99
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	4.49	166	4.49	4.00 - 4.49	111	4.19	4.50	86	4.50
Sausage				4.00 - 4.59	198	4.39			
85% lean	2.99	212	2.99				2.99 - 3.33	293	3.20
93% lean	3.29 - 3.99	647	3.75	3.29 - 3.50	999	3.30	3.99	114	3.99
Breast (99-100% lean)	5.99 - 6.49	228	6.35	5.99 - 6.49	94	6.22	5.49	10	5.49
Rolls (frsh/frz 1 lb.)				2.99	131	2.99	3.50	55	3.50
Specialty ^{5/}									
Patties	4.49	135	4.49						
93-94% lean	3.00 - 5.99	909	4.27	3.00 - 4.99	306	4.23	4.49 - 5.00	362	4.60
Breast	6.99	392	6.99				6.99	78	6.99

Source: USDA Livestock, Poultry, & Grain Market News;

<http://www.ams.usda/market-news/livestock-poultry-grain> :

(515) 284-4460

Email: desm.lpgmn@ams.usda.gov

2 of 7



USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/29 thru 05/05.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Apr 29, 2022

	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)			SOUTHWEST U.S. (AZ,CA,NV,UT)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	22.2% of 4,900 sampled outlets			10.8% of 3,800 sampled outlets			58.5% of 1,300 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			2.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 1,017			Activity Index = 304			Activity Index = 775		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	10.99	24	10.99						
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks				1.59	10	1.59	1.59	14	1.59
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage	3.50	16	3.50						
85% lean	3.33	56	3.33	2.99	13	2.99			
93% lean	3.99	26	3.99	3.99	20	3.99	2.99 - 3.99	735	3.06
Breast (99-100% lean)	4.98	86	4.98				4.99	16	4.99
Rolls (frsh/frz 1 lb.)	2.50 - 3.39	654	2.70						
Specialty ^{5/}									
Patties	4.49	54	4.49						
93-94% lean	4.50 - 5.00	98	4.98	4.49 - 4.99	261	4.76	3.99	10	3.99
Breast	6.99	3	6.99						

Source: USDA Livestock, Poultry, & Grain Market News;

<http://www.ams.usda/market-news/livestock-poultry-grain> :

(515) 284-4460

Email: desm.lpgmn@ams.usda.gov

3 of 7



(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	ALASKA (AK)		HAWAII (HI)			
Feature Rate ^{1/}	0.0% of 100 sampled outlets		0.0% of 100 sampled outlets			
Special Rate ^{4/}	0.0% of stores w/ no-price promotions		0.0% of stores w/ no-price promotions			
Activity Index ^{2/}	Activity Index = 0		Activity Index = 0			
	Price Range (\$/pound)	Summary Stores Wtd Avg	Price Range (\$/pound)	Summary Stores Wtd Avg		
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
PARTS:						
Breast:						
Bone-in, whole						
Fresh						
Frozen						
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders						
Drumsticks						
Thighs						
Wings						
Necks						
Smoked Drumsticks						
Smoked Wings						
Smoked Necks						
GROUND TURKEY:						
Patties						
Sausage						
85% lean						
93% lean						
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)						
Specialty ^{5/}						
Patties						
93-94% lean						
Breast						



USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 04/29 thru 05/05.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. Apr 29, 2022

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate ^{1/}	35.8% of 29,200 stores		40.1% of 29,200 stores		57.7% of 29,200 stores		57.4% of 5,500 sampled outlets			27.3% of 7,400 sampled outlets		
Activity Index 2/	21,065		26,939		36,409		Activity Index = 7,706			Activity Index = 2,513		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg
SERVICE DELI - Turkey												
Category 1												
Processor Brand	4,106	10.15	5,806	9.65	5,533	8.88	7.98 - 12.99	2,619	10.29	6.99 - 11.99	137	10.02
Private Brand	5,434	8.61	5,265	8.67	3,032	8.12	7.99 - 10.99	1,203	9.01	7.49 - 8.99	544	7.72
Category 2												
Processor Brand	1,291	6.88	398	6.56	2,587	6.29	6.99 - 7.49	258	7.19	5.99	124	5.99
Private Brand	815	6.47	121	6.36	3,780	6.28	5.98 - 6.99	346	6.25	5.99 - 6.99	111	6.01
Category 3												
Processor Brand	100	3.86	60	3.79	73	4.74						
Private Brand	187	4.14	16	4.09	61	3.99						
Turkey Ham												
Processor Brand	140	4.79	537	4.96	189	3.27	4.99	69	4.99			
Private Brand	174	4.24										
Turkey Pastrami												
Processor Brand	43	4.99	363	4.95	25	12.99						
Private Brand	72	4.68			31	4.66	3.99	62	3.99			
SERVICE DELI - Chicken												
Category 1												
Processor Brand	858	10.03	970	9.54	1,474	8.72	7.98 - 11.99	496	10.42	8.99	10	8.99
Private Brand	753	8.81	1,724	8.78	994	8.40	7.99 - 9.99	717	8.83			
Category 2												
Processor Brand	83	5.99	208	6.48	580	6.42				5.99	83	5.99
Private Brand	351	6.35			1,937	5.55	4.99	112	4.99			
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2,491	3.48	4,758	4.01	3,732	3.19	3.00 - 4.50	805	4.02	3.99 - 4.50	146	4.23
Private Brand	132	4.45			105	2.07	4.29 - 4.99	32	4.64	3.49 - 4.99	55	3.91
Turkey 16 oz												
Processor Brand	1,412	5.94	2,090	6.33	8,969	5.37	5.99	150	5.99	5.88 - 6.98	1,102	6.05
Private Brand			101	5.79								
Chicken 7-10 oz												
Processor Brand	2,491	3.48	4,522	4.03	3,202	3.22	3.00 - 4.50	805	4.02	3.99 - 4.50	146	4.23
Private Brand	132	4.45			105	2.07	4.29 - 4.99	32	4.64	3.49 - 4.99	55	3.91

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Livestock, Poultry, & Grain Market News;

(515) 284-4460

5 of 7

<http://www.ams.usda/market-news/livestock-poultry-grain> :

Email: desm.lpgmn@ams.usda.gov



USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 04/29 thru 05/05.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. Apr 29, 2022

	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	42.3% of 6,100 sampled outlets			29.3% of 4,900 sampled outlets			25.6% of 3,800 sampled outlets			19.2% of 1,300 sampled outlets		
Activity Index ^{2/}	Activity Index = 4,972			Activity Index = 4,473			Activity Index = 1,048			Activity Index = 327		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
SERVICE DELI - Turkey												
Category 1												
Processor Brand	7.99 - 11.49	1,063 10.01		8.49 - 11.99	159 8.93		12.99	33 12.99		7.99 - 11.99	84 9.37	
Private Brand	7.89 - 12.99	759 9.20		7.49 - 9.49	2,102 8.61		7.99	645 7.99		7.99 - 9.99	170 8.49	
Category 2												
Processor Brand	5.99 - 6.99	879 6.94		5.88	17 5.88		5.99	13 5.99				
Private Brand	5.99 - 6.99	281 6.79		6.99	38 6.99					6.99	39 6.99	
Category 3												
Processor Brand				3.99	40 3.99		3.77	60 3.77				
Private Brand	3.49 - 4.99	53 3.77		3.97 - 4.59	134 4.28							
Turkey Ham												
Processor Brand	4.99	43 4.99					3.99	28 3.99				
Private Brand	3.99	43 3.99		3.79 - 3.97	83 3.94		4.99	48 4.99				
Turkey Pastrami												
Processor Brand	4.99	43 4.99										
Private Brand	8.99	10 8.99										
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6.99 - 9.99	303 9.02		8.99	24 8.99		15.99	25 15.99				
Private Brand	6.99	12 6.99		8.99	24 8.99							
Category 2												
Processor Brand												
Private Brand	6.99	201 6.99		6.99	38 6.99							
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.49 - 4.99	611 2.90		2.50 - 4.48	842 3.15		4.49	77 4.49		3.99	10 3.99	
Private Brand				4.99	45 4.99							
Turkey 16 oz												
Processor Brand	4.39 - 4.99	60 4.49		4.99	40 4.99		5.99	42 5.99		5.99	14 5.99	
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.49 - 4.99	611 2.90		2.50 - 4.48	842 3.15		4.49	77 4.49		3.99	10 3.99	
Private Brand				4.99	45 4.99							

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Livestock, Poultry, & Grain Market News;

(515) 284-4460

6 of 7

<http://www.ams.usda/market-news/livestock-poultry-grain> :

Email: desm.lpgmn@ams.usda.gov



USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 04/29 thru 05/05.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	26.0% of 100 sampled outlets			0.0% of 100 sampled outlets				
Activity Index 2/	Activity Index = 26			Activity Index = 0				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand	8.49	11 8.49						
Private Brand	7.99	11 7.99						
Category 2								
Processor Brand								
Private Brand								
Category 3								
Processor Brand								
Private Brand								
Turkey Ham								
Processor Brand								
Private Brand								
Turkey Pastrami								
Processor Brand								
Private Brand								
SERVICE DELI - Chicken								
Category 1								
Processor Brand								
Private Brand								
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI								
(dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand								
Private Brand								
Turkey 16 oz								
Processor Brand	5.98	4 5.98						
Private Brand								
Chicken 7-10 oz								
Processor Brand								
Private Brand								

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Livestock, Poultry, & Grain Market News;

<http://www.ams.usda/market-news/livestock-poultry-grain> :

(515) 284-4460

Email: desm.lpgmn@ams.usda.gov